

13WM AVERAGE BY COMPETITOR
W/E 12/17/93

INDUSTRY	VOLUME	DIFF % CHANGE		SHARE	DIFF
		VS PRIOR	VS PRIOR		
		13 WKS	13 WKS		13 WKS
	9,374	291	3.2%		
PHILIP MORRIS	4102 449 4,112	308	8.1%	43.86 43.75	1.99
R.J. REYNOLDS	2,581	-221	-7.9%	27.53	-3.31
B&W	1,098	52	4.9%	11.71	0.19
LORILLARD	703	70	11.0%	7.50	0.53
AMERICAN	640	34	5.6%	6.83	0.16
LIGGETT	249	57	29.8%	2.65	0.54

DISCOUNT

INDUSTRY	VOLUME	DIFF % CHANGE		SHARE	DIFF
		VS PRIOR	VS PRIOR		
		13 WKS	13 WKS	OF CAT.	13 WKS
	3,110	-118	-3.6%	33.17	-2.36
PHILIP MORRIS	853 855 845	-71	-7.7%	27.50 27.18	-1.19
R.J. REYNOLDS	1,049	-133	-11.3%	33.75	-2.90
B&W	669	26	4.1%	21.50	1.59
LORILLARD	26	2	7.1%	0.84	0.08
AMERICAN	336	24	7.8%	10.81	1.15
LIGGETT	184	44	31.7%	5.91	1.59

PREMIUM

	VOLUME	DIFF % CHANGE		SHARE	DIFF
		VS PRIOR	VS PRIOR		
		13 WKS	13 WKS	OF CAT.	13 WKS
	6,265	408	7.0%	66.83	2.36
PHILIP MORRIS	3,257 ✓	379	13.2%	51.98	2.85
R.J. REYNOLDS	1,531	-88	-5.4%	24.44	-3.20
B&W	429	25	6.3%	6.86	-0.04
LORILLARD	677	68	11.2%	10.81	0.41
AMERICAN	304	9	3.2%	4.85	-0.18
LIGGETT	65	13	24.6%	1.03	0.15

	1994	13WM	DIFF.
	OBJECTIVE	ACTUAL	
PM-USA:	42.70	43.86 43.84	1.16
SHARE OF PREMIUM	50.77	51.98	1.21
SHARE OF DISCOUNT	27.71	27.50	-0.22
DISCOUNT CATEGORY SHARE	35.00	33.17	-1.83

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